



ACADEMIC YEAR 2011 – 2012

TITLE OF DIPLOMA THESIS:

Development of model for forecasting of business strategy at a time of economic recession

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ABSTRACT

The current economic environment is highly unstable due to the global economic recession, which affects the internal and external environment of business, regardless of size, financial results and industry. Businesses want to remain competitive, so they are trying to improve their infrastructure, looking for the best strategy that could be applied. This study proposes a new research topic to investigate the optimal strategy that can be followed by companies, which face economic recession that is hitting the global market. Businesses are looking for new solutions that will lead them to recovery. The research incorporates many elements associated with the internal structure of the business environment (business, product, supplier etc.) and the external business environment (customer, market etc.). The main objective of the research is to examine how these factors influence the decision-making processes relating to the business strategy. In this context, this study proposes a new integrated model. This model explores the importance given by the executives in these factors and guide through this business in a proper evaluation of strategies that might adopt to increase their performance. In the present study eighteen strategies have been evaluated, which according to the literature can be applied by companies to address the problems arising from the adverse economic conditions.

KEYWORDS

Business Strategy, Strategic Management, Economic Recession, Evaluation Strategy